

SAP 61.99.99.T0.02 Publications Guidelines



New/Approved:	May 3, 2010
Revised:	July 17, 2018
Reviewed:	May 17, 2023
Next Scheduled Review:	May 17, 2028

Procedure Statement

Tarleton State University (Tarleton or university) maintains comprehensive publication guidelines and procedures that set standards and requirements for all Tarleton publications. This standard administrative procedure (SAP), in conjunction with Tarleton Publication Guidelines (guidelines), is established to assure that university publications are of high quality and appropriately represent the university and its units. The established guidelines and procedures also ensure appropriate branding, including the use of approved logos and colors. All Tarleton publications must also follow state law, which can be ensured by university units working through the Department of Marketing and Communications.

Procedure

The assistant vice president for marketing and communications has the responsibility to ensure that this SAP, the established guidelines and state purchasing requirements listed the [State of Texas Procurement and Contract Management Guide](#) are followed.

1. The Creative Services group in Marketing and Communications oversees publications projects and serves as a resource for questions pertaining to publications.
 2. All Tarleton publications will adhere to the university's guidelines posted on the university's website at: <http://www.tarleton.edu/brand>.
-

Related Statutes, Policies, or Requirements

[State of Texas Procurement and Contract Management Guide](#)
[Tarleton Rule 09.02.01.T1, Official Messaging](#)
[Tarleton State University Publications Guidelines – University Branding](#)

Contact Office

Marketing and Communications
254.968.1620